

Message Text

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13

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 AGR-03 (ISO) W

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R 040930Z MAY 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 7964

USIA WASHDC

USDOC

INFO AMEMBASSY VEINNA

LIMITED OFFICIAL USE SOFIA 0714

VIENNA FOR EWTC

FOR EWBT/RICE; USIA/SHIRLEY/STATE/SEGALL

REF: STATE 087949 AND PREVIOUS

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: US PARTICIPATION IN PLOVIDV FAIR

1. ACTUAL COMMERCIAL PARTICIPATION IN US PAVILION AT PLOVIDIV FAIR REMAINS UNCLEAR TO US. WE WOULD APPRECIATE BEING INFORMED OF EXACTLY HOW MANY FIRMS HAVE CONTRACTED FOR SPACE, NUMBER OF PIECES OF EQUIPMENT, AND SQUARE METERS INVOLVED AND WHETHER SPACE IS INDOOR OR OUTDOOR. HOW MANY SQUARE METERS REMAIN TO BE SOLD AND WHERE LOCATED.?

2. REFTTEL (A) IMPLIES THAT JOHN DEERE AND CO. WILL NOW PARTICIPATE IN OUTSIDE AREA. TO DATE WE HAVE NOT HAD THIS PARTICIPATION CONFIRMED BY DEERE. TEM DEERE, OF COURSE, IS NOT THE ONLY FIRM WHICH HAS COMPLAINED OF THE INORDINATE HIGH PRICES BEING ASKED FOR SPACE IN OUR PAVILION. THIS IS A VERY DISCOURAGING ELEMENT. HAVE WE CONSIDERED CUTTING DOWN COSTS BY HAVING ONLY TWO COMMERCE PROMOTIONAL MEN AT THE PAVILION (THIS COMPARES WITH LAST YEAR WHICH WAS SUFFICIENT EVEN WITHOUT FIRM REPRESENTATIVES SUPPORT IN MOST CASES - LIMITED OFFICIAL USE

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COMMERCE PAID FOR THIS EXPENDITURE); OFFICE ASSISTANCE, AS NEEDED,

CAN BE PROVIDED BY SECRETARY IN PROMOTIONAL OFFICE (COST ALSO BORNE BY COMMERCE LAST YEAR); LAND SCAPING NEED NOT BE CHIPPED STONE, BULGARIANS WOULD BE SATISFIED WITH RAKED EARTH; BUSINESS LOUNGE IS PART OF MAIN BUILDING AND INCLUDED IN COMMERCE/USIA CONTRACT, AS WE READ CONTRACT; AND GRAPHICS ARE TO BE PROVIDED BY USIA FOR FIRMS THEMSELVES. WE BELIEVE SERVICE COMMERCE OFFERING COULD BE EASILY TRIMMED OF SPACE AND CONSEQUENTLY THE HIGH COST.

3. WE RECOGNIZE THIS IS RATHER LATE DATE TO BRING STILL ANOTHER USG AGENCY INTO THE ACT

BUT IF DEPT OF AGRICULTURE CAN BE HELPFUL AS THEY WERE IN NOVI SAD BY MAKING SPECIAL ARRANGEMENTS FOR PLOVDIV (PARA 5 REFTEL).

4. WHAT CAN WE DO TO ASSIST IN FURTHER RECRUITMENT AND/OR PLANS?

5. WOULD APPRECIATE RESPONSE TO ABOVE SUGGESTIONS.
HERZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA00714
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740108-0352
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740573/aaaacnxi.tel
Line Count: 81
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 087949 AND PREVIOUS
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 19 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 MAR 2002 by smithrj>; APPROVED <07 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BEXP, BU
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005